

**WATERMARKED PRINTED OBJECTS AND METHODS****Abstract of the Disclosure**

A printed object is steganographically encoded with plural-bit data. When presented to  
5 a computer system with an optical sensor, the plural-bit data is decoded and used to trigger  
various functionality. For example, the system can link to a remote data store containing  
updated contact information for the person – contact information that is updated during the  
day as the person's activities make different contact information appropriate at different  
times. A great variety of other arrangements, some employing other steganographically  
10 encoded objects, are also detailed.